



26 August 2016

## AIPH EXPO CONFERENCE OFFERS INSPIRATION AND BEST PRACTICE FOR EXPO ORGANISERS

AIPH International Horticultural Expo Conference  
28-29 Sep 2016, Antalya, Turkey

The International Association of Horticultural Producers (AIPH) is to hold its International Horticultural Expo Conference on 28-29 September 2016 in Antalya, Turkey.

The conference will take place at the Congress Centre, at Expo 2016 Antalya, the six-month long AIPH-approved A1 International Horticultural Exhibition, and will include an expo tour alongside the conference.

Anyone with an interest in organising an International Horticultural Expo, supplying product to an expo or currently involved in organising one, will find this event to be invaluable as a source of inspiration, ideas, best practice and genuine solutions.

Speakers include:

- Piero Galli, former General Manager of the successful World Expo in Milan in 2015 (Italy), who will share his experiences of how to maximise visitor numbers and secure international participation.
- Mucahit Sengul, the Deputy Secretary General of Expo 2016 Antalya (Turkey), will give a review of the expo and the lessons learnt.
- Nehir Humali, Landscape Architect for Rixos Land of Legends Hotel (Turkey) will present her thoughts on how to best use the landscape to enhance the experience of visitors.
- Sven Stimac, AIPH Senior Consultant will share his suggestions on working with horticultural expo participants and an expert panel will debate how to secure international participation.

Delegates will also receive progress updates on International Horticultural Expos in development including in Taichung, Chinese Taipei (2018), Beijing, P. R. China (2019), Gold Coast, Australia (2020) and Almere, Netherlands (2022).

Commenting on the programme AIPH Secretary General, Tim Briercliffe, says: “For anyone with an interest in horticultural expos this conference will provide valuable and detailed information and guidance. Nowhere else will so many experts on this subject come together to share their ideas. So whether you are organising an expo now or considering one for the future then please come and join us for what will be an unforgettable and extremely valuable event in the beautiful surroundings of Expo 2016 Antalya.”

This event is taking place during the AIPH Annual Congress.

**For more information, visit [www.aiph.org/expo-conference](http://www.aiph.org/expo-conference)**

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### **Notes for Editors:**

International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. Much has changed in that time. Technologies advanced, cities rose from the ground, and we have become more connected than ever. As a result, our essential bond with nature has been weakened. AIPH strives to reignite and uphold an appreciation of plants that we believe is a basic human instinct. We support the work of grower associations globally and together we champion a prosperous industry, growing plants that enhance lives, advance societies and sustain our planet, for this generation and the next. For further details visit [www.aiph.org](http://www.aiph.org)